BENSON

CREATIVE SERVICES

FILE SUBMISSION GUIDELINES

BLEEDS

The extension of an image or graphic element beyond the intended final trim size of a printed document. This extension is necessary to ensure that when a document is printed and trimmed, there are no white borders or unprinted edges. Bleeds are typically required for documents where images, colors, or other design elements are intended to extend all the way to the edge of the printed page. When creating a document for print, designers set up the page size to be slightly larger than the final trim size. This extra space is known as the “bleed area.” For example, if the final printed size is 8.5 x 11 inches, the designer might set up the document size to be 8.75 x 11.25 inches, with a 0.125-inch bleed on all sides.

CROP MARKS

Crop marks, also known as trim marks or crop lines, are lines or indicators placed on a printed document to show where it should be trimmed or cut to achieve the desired final size. They are positioned at the corners of the document or along the edges where trimming is needed. The purpose of crop marks is to assist the printer or print finisher in accurately cutting the printed material to its intended size. They are especially important when a document includes bleeds, as they help ensure that any design elements extending into the bleed area are correctly trimmed, leaving no unwanted white borders.

IMAGE/PHOTO RESOLUTION

Image resolution refers to the amount of detail that an image holds, typically measured in pixels (picture elements) per unit of length, such as pixels per inch (PPI) or dots per inch (DPI). It is a critical factor in digital imaging, as it directly impacts the quality and clarity of an image when displayed on a screen or printed on a physical medium. Images are raster based files that can lose resolution when being resized to a larger size. When images are used for printing purposes the images should be set up at 300dpi to size. So, a 4x6” photo, the image needs to be set to 300dpi at the 4x6” size.

VECTOR BASED FILES

Vector-based files are digital graphics that use mathematical formulas, also known as vectors, to represent and render images. Unlike raster or bitmap graphics, which are composed of pixels, vector graphics are defined by paths, shapes, lines, and curves, making them resolution-independent. This means that vector-based files can be scaled to any size without a loss of quality, resulting in smooth and sharp visuals. Vector graphics are commonly used in various applications, including logo design, illustrations like floor plan and map drawings. Vector graphics are particularly useful when the quality and clarity of an image must be maintained across various applications and platforms, such as for branding and marketing materials. They are also essential for output methods like large-format printing, where images need to be scaled up significantly without sacrificing quality.

PANTONE COLOR (PMS COLOR)

PANTONE is a color matching system (PMS) widely used in the design, printing, and graphics industries to standardize and communicate colors. PANTONE plays a crucial role in ensuring that colors are accurately reproduced in design and print work. It simplifies the process of selecting and achieving consistent and desired colors across different mediums and materials. Benson’s standard for color file setup are swatches from the PANTONE Solid Coated color palette.

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PRINT & SIGNAGE FILE TYPE & SPECS

ACCEPTED PRINT & SIGNAGE FILE TYPES & SPECS - WORKING FILES FOR PRINTING

INDESIGN - .indd & .idml

To supply working files please follow the specs listed below. After ensuring your file is set up properly please compress or zip up your files before uploading or sending via email.

- Package up all fonts and links and include .idml file along with .indd file. (While in Indesign navigate to File > Package to complete this step)
- Include a high-res .pdf with crop marks.
- Include .125" bleed margin in your document and ensure all areas that bleed are set appropriately.
- All photos need to be supplied as .jpg or .tif at 300dpi to desired size needed for printing. (Example: if you are printing a 4x6" photo, the image needs to be set to 300dpi at the 4x6" size)
- All placed vector images (example: Logos, Maps, Floor Plans) need to be outlined or have fonts embedded.
- Create document from the start in CMYK color mode. To ensure color matching please use the **PANTONE Solid Coated** library for all colors. Using PMS colors will ensure our custom color tables will render your color accurately. Remove all unused colors from your swatches pallet.
- Do not use line widths less than .25 point for solid color and .5 point if reversed out.
- For all Print Files: Keep all critical text, graphics and logos inside a .25" margin inside your document.
- For all Signage Files: Keep all critical text, graphics and logos inside a 1.5" margin inside your document.

ADOBE ACROBAT - .pdf

If you prefer to not supply us with your working files you can send printready .pdf files. **These files will print "as-is"**. We will not be able to edit/make any changes. Below are the specs required for printready .pdf files.

- Create document from the start in CMYK color mode.
- To ensure color matching please use the **PANTONE Solid Coated** library for all colors. Using PMS colors will ensure our custom color tables will render your color accurately. Remove all unused colors from your swatches pallet.
- Fonts should be outlined, be embedded or be supplied with your .pdf files.
- Compression Settings for images should be down sampled to 300dpi.
- Include .125" bleed and crop marks.
- Please ensure your file is not imposed. We will impose to fit our press sheet size for max number up.
- For all Print Files: Keep all critical text, graphics and logos inside a .25" margin inside your document.
- For all Signage Files: Keep all critical text, graphics and logos inside a 1.5" margin inside your document.

Have a question on how to setup or supply your files? Contact your Account Team for assistance.

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CANVA FILE TYPE & SPECS

ACCEPTED CANVA FILE TYPES FOR PRINTING

CANVA - .pdf

When supplying Canva based files for printing please follow the below guidelines when setting up and exporting your files out of Canva to ensure a properly formatted .pdf file of your artwork for printing.

- **BLEEDS**
  Bleeds are when an image or color runs off the side of the printed page. You can't see bleeds on default view, but **you can activate bleeds by going to File>Show print bleed in Canva**.
  When you apply background to your design, and double-click on it, you can see images or colors outside the trim lines on all 4 sides. If you do not see your image or color outside the trim line, simply pull the corner to expand the picture to the left, right, top or bottom of the trim line 0.125" on each side.
- **FILE DOWNLOAD REQUIREMENTS**
  When you are ready to download your file, choose PDF Print and then check the box for Crop marks and bleed, then Download. Do not choose any other format than PDF Print
- **FILE NAME**
  Use a name that the property or customer group name, a description of the type of file it is and includes the file size.
  (, ParkPlaceApartments_Flyer_8.5x11.pdf)

TIPS WHEN DESIGNING IN CANVA FOR PRINTING

- **SHOW RULES & GUIDES**
  This tool can help you make objects align and be able to check the size of the elements and empty areas (clear space). If your file is a direct mailer, we need an empty area of 4"x2" in the bottom right corner of the mailer on the back page for barcode, for example.
- **COLORS & FONTS**
  Use your company's brand guidelines to copy and paste correct HTML color codes to Canva. If you have an Enterprise subscription plan, Canva allows you to create color libraries in CMYK (preferred for all print pieces). You will also need to compare your company brand fonts to Canva's fonts.
- **FRAMES**
  The frame selections provided by Canva are low resolution files and cannot be printed. **Do not** use them.
- **PHOTOS**
  If you use photos from Canva, you will need to purchase them; do not use photos with Watermark printed on them, as they can't be used for printing. If you want to upload and use your property's branded photos, please be sure you are using high resolution photos, or ask your Benson contact to send you photos from our asset management system; these are most likely hi res photos.

How to check image resolution on Windows PC:
- Open Windows Explorer and browse to the folder that contains your image
- Right-click on the image file and select **Properties**
- Click on the **Details** tab. Your image resolution will display in this tab.

How to check image resolution on Apple Mac computer:
- Browse to the folder that contains your image
- Right-click on the image file and click **Get Info**
- Click on the **More Info** tab. Your image resolution will display in this tab. It's in pixels, so to see it in DPI, divide both parameters by 300. For example, if your dimensions are 1500x1000, your size in inches will be: 1500/300=5" and 1000/300=3.33". So your photo is approximately 5"x3" at 300 DPI. You can't make it bigger without losing DPI, so if you need to enlarge it very much, consider choosing different photo.

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AI GENERATED FILE TYPE & SPECS

ACCEPTED AI FILE TYPES FOR AI PRINTING

AI - .pdf & .jpg

Please review the guidelines and prompting tips before generating your artwork. These recommendations will help ensure your design is created at the appropriate size and quality, resulting in a properly formatted, print-ready PDF that produces the best possible output on press while minimizing the need for additional artwork adjustments.

- **GENERATE ARTWORK FOR THE FINAL PRINT SIZE**
  When prompting your AI tool, specify the size you intend to print.
  Examples: 8.5" × 11" / 11" × 17" / 24" × 36"
  It is critical to avoid creating a small image and expecting it to enlarge without losing quality.

- **REQUEST HIGH RESOLUTION**
  When creating your prompt, include wording such as:
  - ***"High-resolution artwork suitable for professional printing."***
  - ***"Generate at the highest available resolution."***

  For printed materials, artwork should be prepared to produce 300 pixels per inch (PPI) at the final print size. If your AI platform offers resolution options, always choose the highest available setting.

- **REQUEST BLEED SPACE**
  When creating your prompt, request .125" bleed space for print items and .25" for all signage items.

- **KEEP IMPORTANT ELEMENTS AWAY FROM THE EDGE**
  Leave a safe margin (at least .25") around the design to allow for bleed and trimming requirements.

AI PROMPT RECOMMENDATION

Create a high-resolution image intended for professional printing at [FINAL SIZE]. Use clean, sharp details with no compression artifacts. Keep important design elements within safe margins and avoid small or distorted text. Include a .125" bleed space on all four edges. If typography is included, ensure it is crisp and legible. Produce the highest-resolution output available.

DOs & DON'Ts WHEN GENERATING AI FOR PRINTING

- **PHOTOS & SCREENSHOTS**
  Do not submit screenshots, copied images from websites, watermarked or images downloaded from social media. If you want to upload and use your property's branded photos, please be sure you are using high resolution photos (300dpi to size).

- **USE VECTOR ARTWORK WHEN POSSIBLE**
  If the design is primarily logos, icons, or illustrations, vector files (.AI, .EPS, or PDF) will produce the sharpest results at any size.

- **AVOID RELYING ON AI FOR CRITICAL TEXT**
  AI-generated text often contains spelling mistakes, inconsistent fonts, or distorted letter forms. If the piece includes headlines, addresses, pricing, or legal copy, provide the text separately so it can be recreated accurately.

- **EMBED OR SUPPLY REFERENCE ASSETS**
  If a brand logo, product image, or specific color palette is required, upload those assets to the AI tool (if supported) rather than relying solely on a text prompt.

- **COLOR**
  AI-generated artwork cannot be matched to Pantone® colors. Benson cannot guarantee color accuracy or color matching on AI-generated files and will print artwork as supplied.

IMPORTANT: Not all AI-generated artwork is created at a resolution suitable for professional printing. While images may look sharp on screen, they can appear blurry or pixelated when printed. If you're unsure if your artwork is print-ready, please contact your Account Team.

All AI generated artwork will be printed as supplied.

Benson is not responsible for print quality or color issues resulting from customer-provided files that do not meet recommended print specifications.

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AI GENERATED DIRECT MAIL CARDS

ACCEPTED AI FILE TYPES FOR AI DIRECT MAIL CARDS

AI - .pdf & .jpg

Direct mail artwork requires additional design and production considerations to ensure the piece can be properly addressed, merged, processed, and mailed through USPS. Please review the guidelines and prompting tips before generating your artwork.

- **CONTACT YOUR ACCOUNT TEAM FIRST.**
  Your Account Team will provide the appropriate USPS Direct Mail template based on the size and format of your mail piece.
- **USE THE TEMPLATE EXACTLY AS PROVIDED.**
  Do not resize, reposition, or remove template elements. Follow all instructions and designated areas within the template, including areas reserved for addresses, postage, bar codes, and other mailing information.
- **CREATE YOUR AI ARTWORK WITHIN THE TEMPLATE.**
  Keep all creative elements within the designated artwork areas and do not place important graphics, text, or other design elements in areas reserved for variable data or USPS requirements.

HELPFUL LINKS

- **USPS DESIGN REQUIREMENTS**
  https://about.usps.com/publications/pub600/pub600_006.htm
- **USPS QUICK SERVICE GUIDE**
  https://pe.usps.com/text/qsg300/q201.htm

AI PROMPT RECOMMENDATION FOR DIRECT MAIL

Create high-resolution artwork for a professional printed direct mail postcard using the provided USPS Direct Mail template as the exact layout. Do not resize, crop, or alter the template. Keep all creative elements within the designated artwork and safe areas, and leave all areas reserved for addresses, postage, bar codes, variable data, and USPS requirements completely clear. Create the artwork at the final print size and at 300dpi. Include .125” bleeds and crops. Use crisp, clean imagery, legible text, and avoid pixelation, compression, or AI-generated artifacts. Do not include postage logos, addresses, bar codes, or variable mailing information in the AI-generated artwork. The finished design should be suitable for professional printing and placement into a print-ready PDF while maintaining the exact dimensions and proportions of the provided template.

IMPORTANT: AI-generated DIRECT MAIL artwork that looks correct on screen may not meet the technical requirements for direct mail production. Artwork that does not follow the provided template may require revisions before it can be printed or mailed.

While images may look sharp on screen, they can appear blurry or pixelated when printed. If you’re unsure if your artwork is print-ready, please contact your Account Team.

Benson is not responsible for print quality or color issues resulting from customer-provided files that do not meet recommended print specifications.

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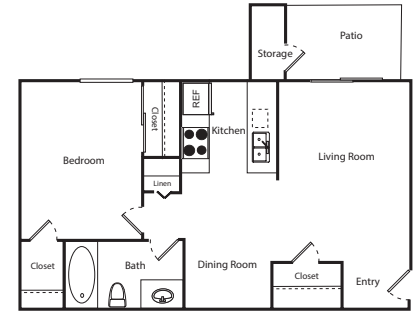
ASSET FILE TYPES & SPECS

ACCEPTED ASSET FILE TYPES & SPECS - LOGOS, FLOOR PLANS & MAPS

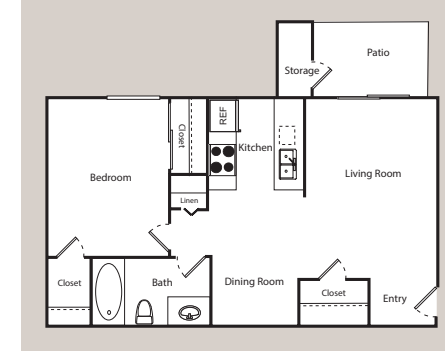
ILLUSTRATOR - .ai, .eps

To supply asset files that will be used in your marketing collateral please follow the specs listed below. After ensuring your file is set up properly please compress or zip up your files before uploading or sending via email. If you do not have access to vector based files we can have one of our Graphic Illustrators recreate your illustration files for you. Contact your Account Team today for pricing!

- Acceptable File Types: .eps & .ai
- All illustration files need to be supplied in vector format for proper scalability and usage on all marketing materials.
- Fonts should be outlined, be embedded or be supplied with your vector files.
- Create document from the start in CMYK color mode.
- To ensure color matching please use the **PANTONE Solid Coated** library for all colors. Using PMS colors will ensure our custom color tables will render your color accurately. Remove all unused colors from your swatches pallet.
- If your asset files are being placed on a colored background or image and you would not like for them to be shown with transparency, please supply them with a white fill so the background does not show through.



✓ Vector File



✓ Vector File with White Fill on Solid Color Background

✗ Low-Res File - Non Vector

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ASSET FILE TYPES & SPECS

ACCEPTED ASSET FILE TYPES & SPECS - PHOTOS

PHOTOS - .jpg, .tif

Photos used for print are required to be a much higher quality and resolution than those used for websites. Benson prefers to not accept photos from websites for use in printed materials. Website photos typically print blurry or have pixelation issues. Please follow the guidelines listed below to ensure you supply high-resolution photos that will produce high-quality printed materials. Once we receive your photos one of our Graphic Artists will check your images to ensure they will be high enough quality for print. If they are too low-resolution for use your Account Team will notify you.

- Acceptable File Types: .jpg & .tif
  (.png, .bmp, .gif file types are not accepted).
- All photos need to be supplied as .jpg or .tif at 300dpi to desired size needed for printing. (Example: if you are printing a 4x6" photo, the image needs to be set to 300dpi at the 4x6" size)
- For typical usage on printed materials your file size should be at least 1MB. Anything below that may be too low-res to use. Photos used for larger scale signage items may require a higher resolution and/or file size.

✓ High-Res Photo

✗ Low-Res Photo - Web Image

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thank you

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